

LEO BURNETT U.S.A.

A Division of Leo Burnett Company, Inc.

Ad# 110-02-(Rev.1-New Pack)-"Nylon Optima"-Box M-96428-(9 3/4" X 11 1/4")-4/C Sunday Supplements, 1987

Printed in U.S.A.

(DOR)

FIRE UP A *Blues*.

A whole new shade of menthol.

8 mg. and 100.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Using "tar," 1.8 mg. nicotine av. per cigarette by FTC method.

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